



# HHS Ignite Boot Camp

## Schedule & Agenda

June 9-11, 2014  
Hubert H. Humphrey Building  
200 Independence Ave SW  
Washington, DC 20201





**Monday June 9<sup>th</sup>**  
Hubert H Humphrey Building Great Hall

Time	Topic	Notes
9:00-9:30 am	Introduction to program, goals and objectives	<ul style="list-style-type: none"> <li>Welcome!</li> </ul>
9:30-9:45	Project Introductions	<ul style="list-style-type: none"> <li>60 seconds per team</li> <li>No slides</li> </ul>
9:45-11:00 am	Introduction to Design Thinking	<ul style="list-style-type: none"> <li>Team Activity: Redesign a Process</li> <li>Debrief on exercise</li> </ul>
11:00-11:30 am	Design Thinking: Begin Reframing of Ignite Project	<ul style="list-style-type: none"> <li>Brainstorming</li> <li>Team Activity: Reframe Ignite Project</li> </ul>
11:30-12:30 pm	Break for lunch	
12:30-1:00 pm	Design Thinking: Continue Reframing of Ignite Project	
1:00-2:15 pm	Interview Workshop	<ul style="list-style-type: none"> <li>Discussion on how to conduct an interview</li> <li>Team Activity: Mock Interviews</li> <li>Team Activity: Afternoon Interview Goals</li> </ul>
2:15-4:00 pm	Teams Conduct Their Scheduled Interviews	<ul style="list-style-type: none"> <li>Stakeholder/customer interviews</li> <li>Distill key learnings from interviews</li> </ul>
4:00-7:00 pm	Reconvene to discuss findings	<ul style="list-style-type: none"> <li>Cantina Marina 600 Water St SW</li> </ul>



**Tuesday June 10<sup>th</sup>**  
Hubert H Humphrey Building Great Hall

Time	Topic	Notes
9:30-10:30 am	Introduction to the Business Model Canvas	<ul style="list-style-type: none"><li>• Customer segment and Value proposition</li></ul>
10:30-10:40 am	HHS Deputy Secretary Bill Corr	
10:40-11:30 am	Working Session: Develop Canvas for Ignite Project	<ul style="list-style-type: none"><li>• Breakout session</li></ul>
11:30-12:30 pm	Break for Lunch	
12:30-1:15 pm	Working Session: Present Canvas to Your Group	<ul style="list-style-type: none"><li>• Breakout session</li><li>• 5 min per team (including comments)</li></ul>
1:15-5:00 pm	Teams Conduct Scheduled Interviews	<ul style="list-style-type: none"><li>• Stakeholder/customer interviews</li><li>• Distill key learnings from interviews</li></ul>
1:15-5:00 pm	Optional Office Hours	<ul style="list-style-type: none"><li>• To flesh out problem statement, project scope, use of funds, etc</li></ul>



**Wednesday June 11<sup>th</sup>**  
Hubert H Humphrey Building Great Hall

<b>Time</b>	<b>Topic</b>	<b>Notes</b>
9:00-9:30 am	Working Session: Update Business Model Canvas with Teams	<ul style="list-style-type: none"> <li>• Breakout session</li> </ul>
9:30-10:15 am	Presentations of Business Model Canvas to Breakout Group	<ul style="list-style-type: none"> <li>• Breakout session</li> <li>• 5 min per team including comments</li> </ul>
10:15-10:30 am	Break	
10:30-11:30 am	Introduction to Storytelling	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Team Activity: Begin developing project story arc for the web</li> </ul>
11:30-12:30 pm	Break for Lunch	
12:30-2:30 pm	Working Session: Work on Project Presentations	<ul style="list-style-type: none"> <li>• Breakout session</li> <li>• Continue project story arc for the web</li> </ul>
2:30-2:45 pm	Break	
2:45-4:15 pm	Project Presentations	<ul style="list-style-type: none"> <li>• Great Hall</li> <li>• 7 min per presentation (5 min presentation+ 2 min comments)</li> </ul>
4:15-5:00 pm	What's Next	<ul style="list-style-type: none"> <li>• Strategy for Moving Forward</li> <li>• Sharks</li> </ul>